

DON'T *Starve* **YOUR THYROID PATIENT—**

**Prescribe this NEW Thyroid
Therapy—WARREN-TEED**

VITAROID T A B L E T S

Now your thyroid organotherapy can automatically compensate for increased vitamin metabolism—your thyroid patient need not be vitamin-starved. When you prescribe Warren-Teed *Vitaroid* your patient receives in each tablet uniformly potent thyroid medication *plus* a well-balanced vitamin feeding.

Supplemental vitamin intake is an advisable precaution for all thyroid patients, to compensate for the vitamin depletion the increased metabolic rate may cause. It is doubly important when dietary restrictions are imposed on the obese patient, for such limitations greatly reduce the intake of vitamin factors.

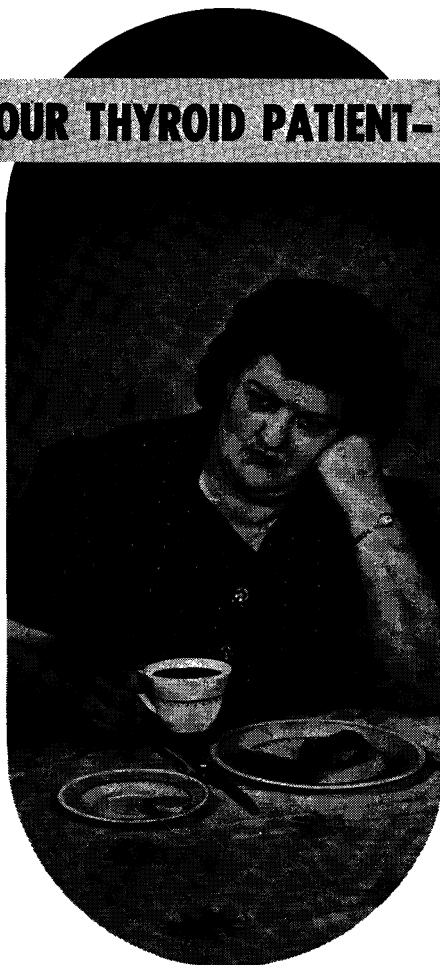
Vitaroid (Warren-Teed) provides single-dosage uniform thyroid medication and the supplemental vitamin feeding this organotherapy requires. You can prescribe Warren-Teed *Vitaroid* with confidence.



Warren-Teed Ethical Pharmaceuticals: capsules, elixirs, ointments, sterilized solutions, syrups, tablets. Write for literature.

WARREN-TEED

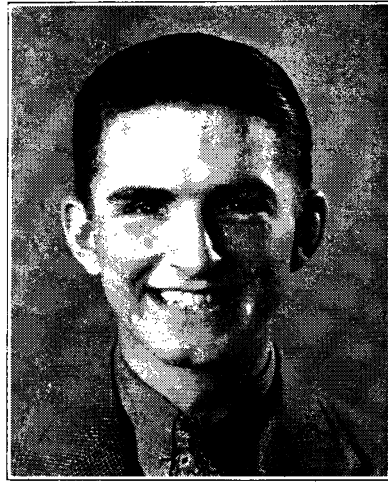
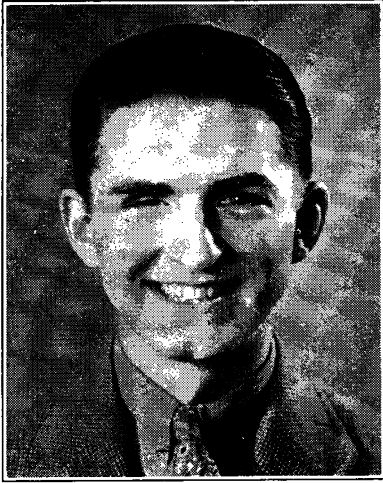
THE WARREN-TEED PRODUCTS COMPANY, COLUMBUS 8, OHIO



Each *Vitaroid* tablet supplies one-half of the minimum daily adult requirement for vitamins A B₁ C D and riboflavin, and one-half the recommended minimum daily requirement of niacin (from nicotinamide)

Each Tablet Contains

Thyroid, U. S. P.	32 Mg. (1/2 gr.)
Vitamin A	2,000 U. S. P. Units
(distilled from fish liver and vegetable oils)	
Synthetic Oleovitamin D	200 U. S. P. Units
(Activated Ergosterol)	
Ascorbic Acid	15.0 mg.
Riboflavin	1.0 mg.
Thiamine Hydrochloride	0.5 mg.
Nicotinamide	5.0 mg.



ARTIFICIAL HUMAN EYES

"True to Life"

ESPECIALLY MADE TO ORDER BY SKILLED ARTISANS

Comfort, pleasing cosmetic appearance and motion guaranteed. Eyes also fitted from stock by experts. Selections sent on memorandum. Referred cases carefully attended.

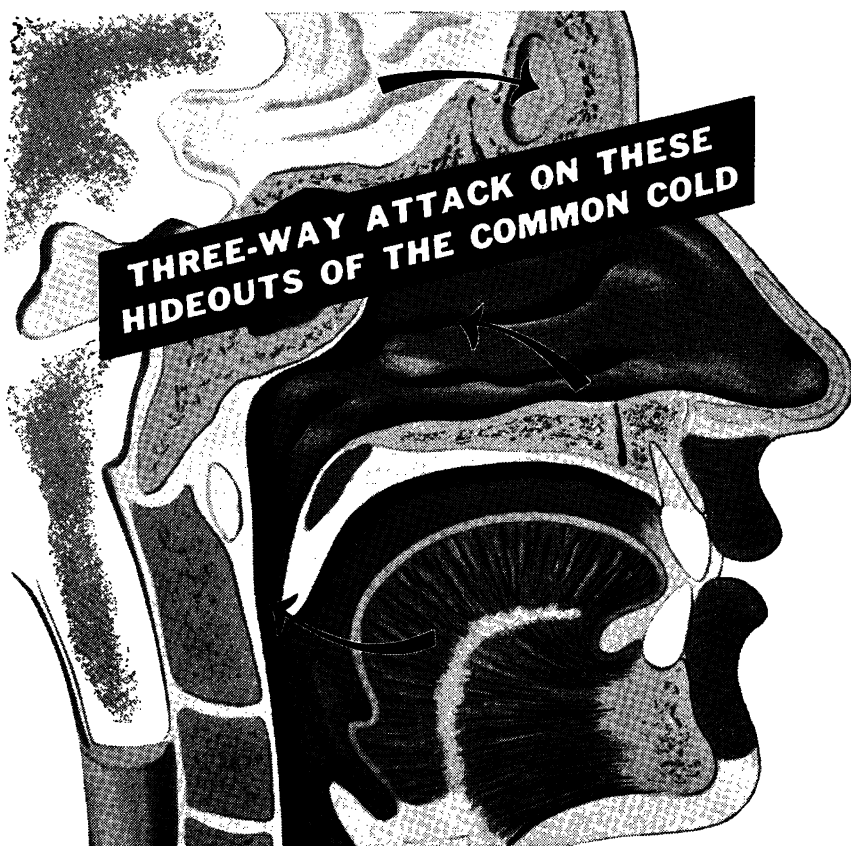
SPECIALISTS IN ARTIFICIAL HUMAN EYES EXCLUSIVELY

• • •

FRIED & KOHLER, Inc.

"Forty-three years devoted to pleasing particular people"

665 Fifth Ave. (53rd St.), New York 22, N. Y. • ELdorado 5-1970



Because of ARGYROL's decongestive, bacteriostatic, stimulating action, marked relief in head colds usually follows treatment with ARGYROL. These approaches to three foci of the common cold are suggested:

1. To the nasal meatus . . . by 20 per cent ARGYROL instillations through the naso-lacrimal duct.
2. To the nasal cavities . . . with 10 per cent solution of ARGYROL in drops or by ARGYROL tamponage.
3. To the fauces and pharynx . . . by swabbing with 20 per cent ARGYROL solution.

HOW ARGYROL ACTS

DECONGESTIVE—ARGYROL's decongestive effect in the membrane is the result of its demulcent, osmotic action. The withdrawal of ARGYROL

tampons from the post-nasal cavities frequently brings forth a long ropy mucous discharge measuring as much as two feet or more.

BACTERIOSTATIC—Although proved to be definitely bacteriostatic, ARGYROL is non-toxic to tissue. In nearly a half century of wide medical use of ARGYROL, no case of toxicity, irritation, injury to cilia or pulmonary complication in human beings has ever been reported.

STIMULATING—Soothing to nerve ends in the membrane and stimulating to glands, ARGYROL's action is more than surface action. For it acts *synergetically* with the membrane's own tissue defense mechanism.

When you order or prescribe ARGYROL, make sure you specify Original Package ARGYROL.



ARGYROL

**THE PHYSIOLOGIC ANTISEPTIC
WITH SYNERGETIC ACTION . . .**

Made only by the A. C. BARNES COMPANY, NEW BRUNSWICK, N. J.
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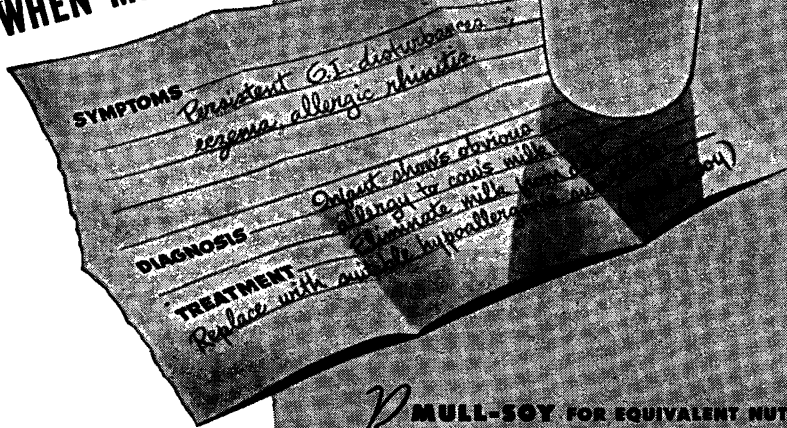
Compatible companion for soap

A surface injury contaminated by dirt, or an unbroken skin in which an incision is to be made, requires a good scrubbing with soap and water before the application of a potent antiseptic.

'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly) retains its bactericidal properties in the presence of soap, has prompt, well-sustained germicidal effect, and is compatible with tissue and body fluids

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Indianapolis 6, Indiana, U.S.A.

WHEN MILK BECOMES "FORBIDDEN FOOD"



COMPARATIVE COMPOSITION

1 Part Mull-Soy 1 Part Water	Average Whole Cow's Milk
3.1% . . . Protein . . .	3.3%
4.0% . . . Fat . . .	3.8%
4.5% . . Carbohydrate . .	4.9%
1.0% . . Total Minerals . .	0.7%
87.2% . . . Water . . .	87.3%

Each provides 20 calories per fluid ounce



MULL-SOY FOR EQUIVALENT NUTRITION

While the manifestations of milk allergy or intolerance are most often seen in infants, they may be present at any age. And, when successful treatment demands complete elimination of milk from the diet, replacement by food approximately equivalent in nutritional elements becomes imperative.

MULL-SOY is an effective hypoallergenic substitute for cow's milk . . . a concentrated, emulsified liquid soy bean food which closely approximates cow's milk in protein, fat, carbohydrate and mineral content. It is palatable, well tolerated, easy to digest, and easy to prepare. Infants particularly relish MULL-SOY . . . and thrive on it!

Copies of "TASTY RECIPES FOR MULL-SOY IN MILK-FREE DIETS" are available for distribution to milk-allergic patients. Write BORDEN PRESCRIPTION PRODUCTS DIV., 350 MADISON AVE., NEW YORK

MULL-SOY

Hypoallergenic Soy Bean Food

MULL-SOY is a liquid emulsified food, prepared from water, soy bean flour, soy bean oil, dextrose, sucrose, calcium phosphate, calcium carbonate, salt and soy bean lecithin, homogenized and sterilized. Available in 15½ fl. oz. cans at all drug stores.



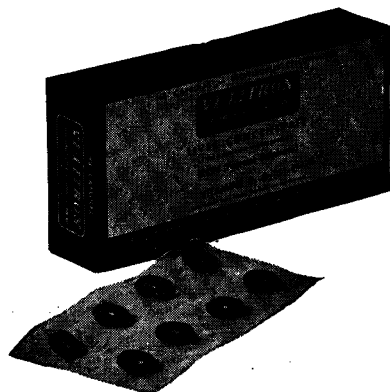
building

a

drop

of

blood



HEMATOLOGISTS have shown that various nutritional elements, coupled with iron, frequently produce a speedier and more satisfactory response in treating secondary anemias.

VI-LITRON Capsules supply:

Special Liver Fraction*

—a high concentration (55 to 1) of the anti-secondary anemia principle.

Iron as Ferrous Sulfate

—the form considered to be most readily assimilated and utilized.

Vitamins B₁ • B₂ • Niacinamide

—deficiency of these vitamins often interferes with maximum absorption of RBC factors.

Vitamin C

—said to be "involved in normal erythropoiesis"; even mild deficiency may cause hypochromic anemia.

In pH 4.5

—gastric hydrogen ion concentration known to be favorable to iron absorption.

*Not a pernicious anemia product

*Samples and literature
upon request.*

U. S. VITAMIN Corporation

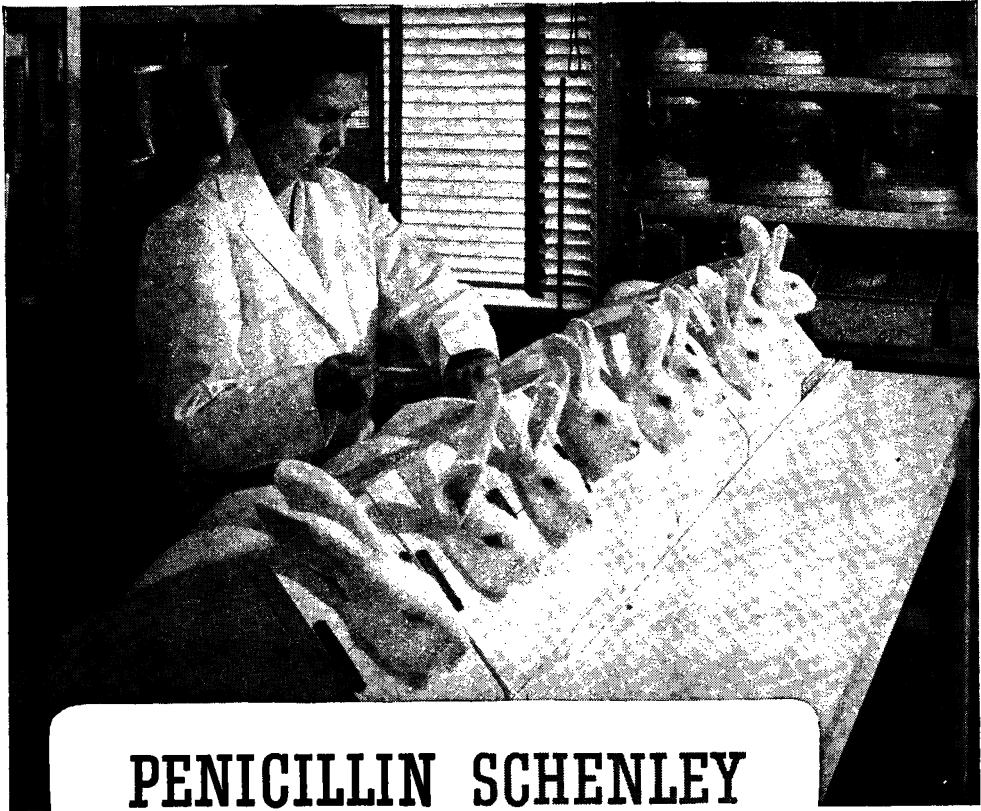
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Liver • Iron • Vitamins

important red cell essentials
in a favorable environment.

VI-LITRON
for Secondary **ANEMIA**



PENICILLIN SCHENLEY

Product of a common mold...but most uncommon care

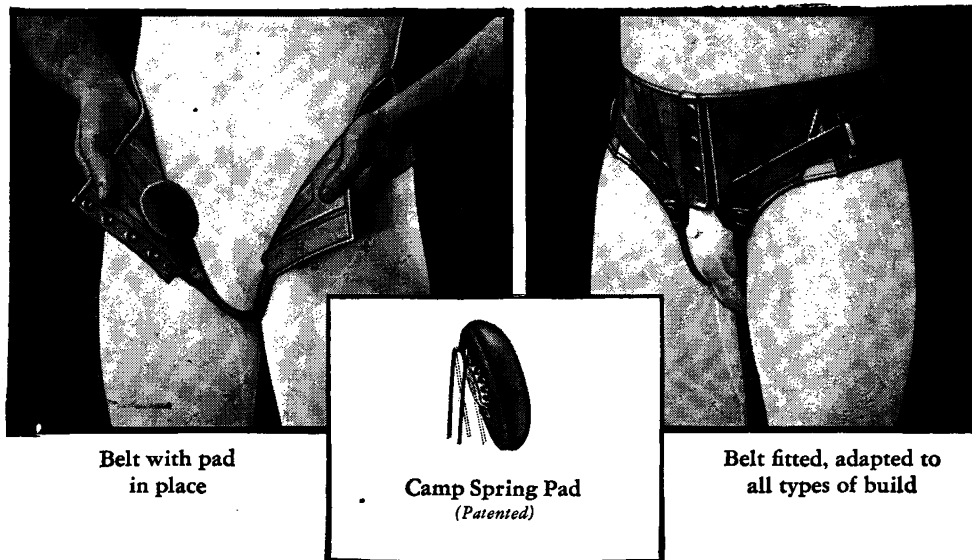
The mold which produces penicillin is a mold of a fairly *common* variety, occurring freely in nature. But the production of penicillin for the medical profession depends upon precautions to insure sterility which are *most uncommon*.

One of the most important requirements of the finished penicillin is freedom from pyrogens. Each manufactured lot of PENICILLIN Schenley is tested (as illustrated above) to insure utmost pyrogen-freedom. Such measures of uncommon care will continue to assure the greatest degree of productivity . . . the highest degree of pyrogen-freedom . . . for PENICILLIN Schenley.



SCHENLEY LABORATORIES, INC.
Producers of PENICILLIN SCHENLEY • Executive Offices: 350 Fifth Avenue, N.Y.C.

CAMP Belt for Inguinal Hernia



Belt with pad
in place

Camp Spring Pad
(Patented)

Belt fitted, adapted to
all types of build

IN patients with indirect inguinal hernia of small or moderate size, this belt with pad has proved successful in many instances in holding the hernia within the abdominal cavity. The comfort of a *belt* about the pelvic girdle is greatly appreciated by the patient.

The CAMP adjustable spring pad for use with the belt is equipped with prongs of piano wire. The strong flexible prongs fit firmly in the casings of the belt. Pads are available in varying shapes and depths.

The CAMP adjustment of the belt courses along the groin over the pad, hugging it in and up for the protection of the internal ring.

Surgeons who wish some protection over the area after operation will find this belt of particular advantage because the adjustment allows varying degrees of firmness about the lower abdomen.

S. H. CAMP & COMPANY • JACKSON, MICHIGAN

World's Largest Manufacturers of Scientific Supports

Offices in CHICAGO • NEW YORK • WINDSOR, ONTARIO • LONDON, ENGLAND

EMERGENCY CALL!



MEDICS BAIL OUT TO AID CUT-OFF U.S. BATTALIONS

SUPREME HEADQUARTERS. Allied Expeditionary Forces—By parachute and by glider. Army surgeons went to the aid of the gallant garrison of beleaguered Bastogne.

The surrounded lost their only hospital in one of the first German attacks. With more than 800 wounded, the commanding officer radioed for medical aid. The response came immediately. Medics and medical supplies went in by parachute, by glider, and in Piper Cub planes.

FROM Bastogne to Leyte, the story is being repeated over and over again—of Army doctors, braving the battle hazards of the front line, risking *their* lives to save lives.

Emergency? *Every* call is an emergency to these *heroes in white*.

With the Army doctor, as with the fighting men, rest is often limited to a few moments of relaxation and a good cigarette. A Camel, more than likely, for Camels are the favorite with men in all the services, according to actual sales records.



CAMELS

**COSTLIER
TOBACCOS**

R. J. Reynolds Tob. Co., Winston-Salem, N. C.

**The rooster's legs
are straight.**

The boy's are not.



The rooster got plenty of vitamin D.

Fortunately, extreme cases of rickets such as the one above illustrated are comparatively rare nowadays, due to the widespread prophylactic use of vitamin D recommended by the medical profession.

One of the surest and easiest means of routinely administering vitamin D (and vitamin A) to children is MEAD'S OLEUM PERCOMORPHUM WITH OTHER FISH-LIVER OILS AND VIOSTEROL. Supplied in 10-cc. and 50-cc. bottles. Also supplied in bottles of 50 and 250 capsules. Council Accepted. All Mead Products Are Council Accepted. Mead Johnson & Company, Evansville 21, Ind., U.S.A.

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- **THE FORMULA**—Each tablet contains 9 vitamins plus 5 minerals. The daily dose (3 Vitaminets) provides a protective dietary supplement that affords the patient not only a generous vitamin intake but a daily consumption of 5 important minerals as well.
- **PALATABILITY**—Vitaminets 'Roche' may either be chewed or swallowed whole, depending on the patient's preference. The licorice flavor is particularly acceptable to children (and adults, too) who cannot swallow tablets.
- **ETHICAL**—Vitaminets are never advertised to the laity either by drugstore display or other promotional methods.

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VITAMINET'S 'ROCHE'

CONTAINING 9 VITAMINS PLUS 5 MINERALS

Available in bottles of
30 and 100 tablets.

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That such elaborate precautions in the manufacture and testing need not interfere with the production of Penicillin is evidenced not only by the fact that Pfizer is the world's largest producer of this drug, but also by the high potency of the Pfizer product.

Chemicals For Those Who Serve Man's Well-Being

Chas. Pfizer & Co., Inc.

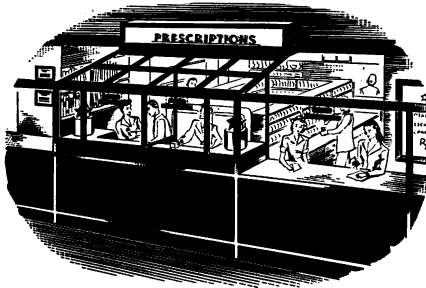
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★ *Macy's has only trained and registered pharmacists devoted to your service.*

★ *Macy's always has up-to-the-minute prescription information for you.*

★ *We are in cooperative contact with the medical profession and the makers of prescription proprietary drugs at all times.*

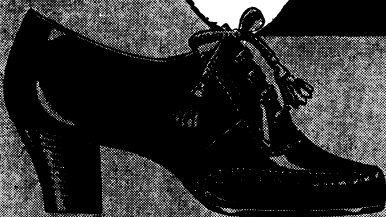
★ *We are never without a comprehensive stock of all drugs, fresh pedigreed drugs, biologicals and pharmaceuticals.*

★ *With the meticulous attention and the rigid checking given to all prescription compounding, your patients are assured of the fullest measure of accuracy.*

Page Mr. Webster!

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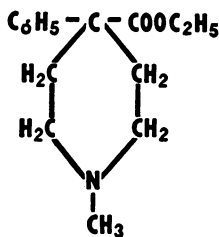
It's more than just fine leathers. It inheres in the 60 odd years of shoe building—the close cooperation with doctors and orthopedists—the experience and knowledge of the science of fitting shoes of every description for men, women and children. Yes, quality in these terms is Braverman.



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ANALGESIC SPASMOLYTIC SEDATIVE

For Oral and Intramuscular Administration



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piperidine - 4 - carboxyl-
ate hydrochloride

Demerol hydrochloride

*THE analgesic effect ap-
pears to be between that
of morphine and codeine,
and it persists for from three
to six hours.*

Demerol has many indications in medicine, surgery and obstetrics.

Before prescribing, physicians should read carefully the booklet on Demerol hydrochloride (sent free on request). Prescriptions are subject to the regulations of the Federal Bureau of Narcotics.

Supplied for oral use, tablets of 50 mg.; for injection, ampuls of 2 cc. (100 mg.).



Demerol

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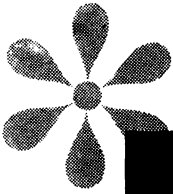
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Brand of MEPERIDINE HYDROCHLORIDE
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petrolatum

a prompt
covering dressing...effective
against potential infection
and burn pain.



Nature heals the burn. But medical science, through the bitter experience of war and civilian disaster, has now developed a new treatment for creating optimal healing conditions.

Together with plasma and internal chemotherapy, petrolatum . . . known widely as 'Vaseline' Petroleum Jelly . . . is important in this new care of burns, as a covering dressing against invasive bacteria . . . soothing . . . non-irritating to cells. Effective against

'VASELINE' PETROLEUM JELLY
IS PETROLATUM U.S.P.

burn pain . . . covering exposed sensory nerve endings.

In a study of 5,609 minor industrial burns¹, when 84 different methods of burn treatment were used it was found that burns treated with simple petrolatum healed in an average shorter time, and required average fewer dressings, than did burns treated with all other preparations observed.

'Vaseline' Petroleum Jelly, for covering burn surface wounds and for impregnating gauze dressings, is available at drug stores everywhere . . . in tubes and jars. 'Vaseline' Borated Petroleum Jelly in tubes only.



1. J.A.M.A. 122:909 (July 31) 1943

Vaseline

REG. U.S. PAT. OFF.

PETROLEUM JELLY

MADE ONLY BY CHESEBROUGH MFG. COMPANY CONS'D NEW YORK N. Y.



Comfort during Coryza

In addition to bed rest, anti-pyretics and other general measures, a few drops of Sulmefrin bring quick comfort. The danger of sinusitis and other complications is lessened. Sulmefrin is a decongesting preparation containing sulfathiazole. Its mildly alkaline vehicle helps to dissolve mucous and mucopurulent secretions. It produces

effective shrinkage of swollen nasal mucosa without the undesirable reactions accompanying excessive vasoconstriction.

Sulmefrin is a stabilized aqueous solution of an effective vasoconstrictor—*dl*-desoxyephedrine hydrochloride (0.125%)—plus sulfathiazole sodium (2.5%). Administered by spray, drops or tamponage.

Sulmefrin
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FULL-FLEDGED COOPERATION

MAXIMUM patient cooperation in intestinal bulk therapy is assured by Mucilose, a highly purified hemicellulose which provides *greater bulk* from *smaller doses* at *lower cost*. Published data* show that Mucilose yields much more bulk than other well-known psyllium-base products. Doses are correspondingly smaller, and savings in cost to the patient average 65%.

Mucilose

Highly Purified Hemicellulose

FOR INTESTINAL BULK



SUPPLIED in 4-oz bottles and 16-oz. containers. Also available as Mucilose Granules, a dosage form preferred by some patients.

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FACTS ABOUT MUCILOSE

MUCILOSE is a hydrophilic vegetable colloid composed of the highly purified hemicellulose of *Plantago loeflingii*.

LUBRICATING BULK is provided by the absorption of approximately 50 parts of water to produce a colloidal gel.

BLAND, hypoallergenic, and free from irritants, it is also non-digestible, non-absorbable, and chemically inert in the digestive tract.

INDICATED in the treatment of both spastic and atonic constipation, and as an adjunct to dietary measures for the control of constipation in aged, convalescent and pregnant patients.

DOSAGE: 1 or 2 teaspoonfuls in a glass of water, milk, or fruit juice once or twice daily, followed immediately by another glass of liquid. It may also be placed on the tongue and washed down, or it may be eaten with other foods. Ample fluid intake is advisable to assure maximum bulk formation.

*Gray, H. and Tainter, M. L.; *Am. J. Digest. Dis.* 8:130, 1941.

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"It's the flavour"

TEACHER'S
HIGHLAND CREAM
Perfection of Blended Scotch Whisky
86 PROOF

Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

TEACHER'S
Perfection of Blended Scotch Whisky

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ESTABLISHED 1889 •

A Sanitarium devoted to the individual care of mental cases.

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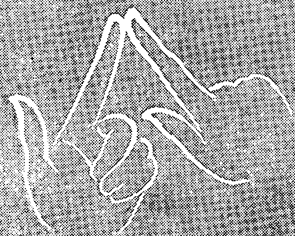
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ADVANTAGES OF

PRIVINE*

1. PROLONGED
VASOCONSTRICTION

Privine usually provides symptomatic relief from nasal congestion for 2 to 6 hours without reapplication.

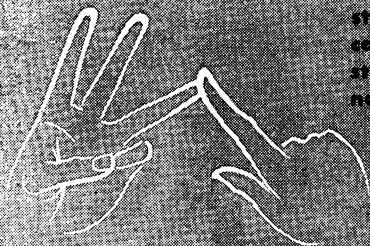


2. SMALL DOSAGE

Only 2 to 3 drops of Privine are needed for prompt and prolonged vasoconstriction.

3. PHYSIOLOGICAL
RATIONALE

Privine is prepared in isotonic solutions strongly buffered to the same pH as the delicate nasal mucous membranes. It thus restores alkaline pathological secretions to normal acid range.



PRIVINE Hydrochloride

(NAPHAZOLINE)

DOSAGE: 0.1% for adults : 0.05% for adults and children.

*Trade Mark Reg. U. S. Pat. Off.

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CIBA PHARMACEUTICAL PRODUCTS, INC.
SUMMIT • NEW JERSEY
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SERVING ON ALL FRONTS

SULFANILAMIDE
SULFAPYRIDINE
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SULFANILAMIDE and its derivatives are rendering vital wartime service on all fronts. On fields of battle all over the world, as well as on the home front, these compounds provide the physician with remarkably potent weapons with which to combat wound infection and a wide variety of infectious diseases.

THIS GROUP OF COMPOUNDS IS EFFECTIVE AGAINST INFECTIONS PRODUCED BY:

Hemolytic Streptococci	Friedländer's Bacilli
Pneumococci	Genococci
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Certain Urinary Tract Infections • Trachoma • Chancroid

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Accent on Convenience

with the full therapeutic effectiveness of colloidal aluminum hydroxide gels, yet no marked effect on elimination. The ease with which ALUMINOID Capsules may be carried by ambulatory patients and taken without the slightest discomfort makes them an outstanding contribution in the treatment of gastric ulcer, hyperacidity and associated conditions.

Sample and literature on request.

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There is an important difference between *Acidophilus* and Buttermilk

FROM TIME TO TIME, many physicians may ask themselves, "Shall I prescribe buttermilk—or would *Acidophilus* be worth its slightly higher cost?"

If the disorder under treatment is in-

testinal, a helpful guide is this: *It is an established fact that the only organism in the sour milk group which will live and grow in the intestinal tract is L. acidophilus . . . present only in Acidophilus.*

In prescribing *Acidophilus*, remember that Walker-Gordon *Acidophilus* has three important advantages:

1. It is prepared from Walker-Gordon Certified Milk—(2% butter-fat)—acknowledged to be the finest milk in the world.
2. The *L. acidophilus* present are a highly active strain of human origin.
3. Tests at times of bottling show bacilli counts averaging over 500,000,000 per c.c.—considerably above the acceptable standards.

We believe that it is impossible to buy a more effective *Acidophilus*—anywhere

WALKER-GORDON *Acidophilus*

(For information on clinical tests with Walker-Gordon *Acidophilus*, write to Walker-Gordon Laboratories, Inc., Plainsboro, New Jersey.)

Phone the nearest Borden branch, or call WALKER 5-7300. Or order it from your milkman.

A USEFUL PALLIATIVE *in Hypertension*

Many physicians have found Viscum album a valuable drug for relief of headaches and dizziness associated with vascular hypertension. In the formula of Hepvisc Tablets, Viscum album is compounded with two adjuvants, desiccated liver and pancreas.

Hepvisc Tablets aid in reduction of elevated blood pressure, thereby contributing to relief of the distressing symptoms. Physicians find them especially convenient in their practice because they do not interfere with other forms of therapy.

COMPOSITION: Each tablet contains 50 mg. Viscum album, 60 mg. desiccated liver and 60 mg. desiccated pancreas.

DOSAGE: 3 to 6 tablets daily, in divided doses before meals. Best given in courses of two to three weeks, with a week's interval between. Supplied in bottles of 50, 500 and 1,000 tablets.

Professional samples on request.

HEPVISC

for Symptomatic Relief

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We also specialize in iseikonic lenses, orthoptic training material, contact lenses, and telescopic systems.

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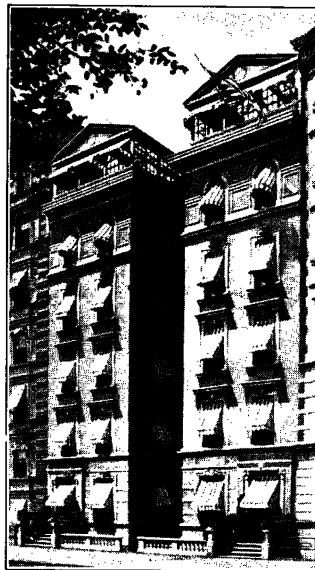
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No Mental Cases Accepted

This hospital has specialized solely in addictions for over forty years. The treatment is a hospital procedure and provides a definite means of eliminating the craving and the toxic products of alcohol and drugs. Complete department of Physical Therapy for physical rebuilding and appreciating the seriousness of the mental side of the alcoholic problem, we devote the convalescent period to minimizing the possibility of relapse.

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*Complimentary Copy "Drug and Alcoholic
Sickness" Sent on Request*

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The LANDAU-ADAMS Microsedimentation Apparatus (described by Albin Landau, M.D., April 1933, American Journal of Diseases of Children. Vol. 45, No. 4, pp. 691-733) is a modification of the Linzenmeier-Raunert method and overcomes several of the difficulties with macro methods. Particularly, it eliminates venipuncture and so simplifies blood sedimentation tests that they can be taken with equal facility in the home, office or hospital.

LANDAU-ADAMS MICROSEDIMENTATION APPARATUS

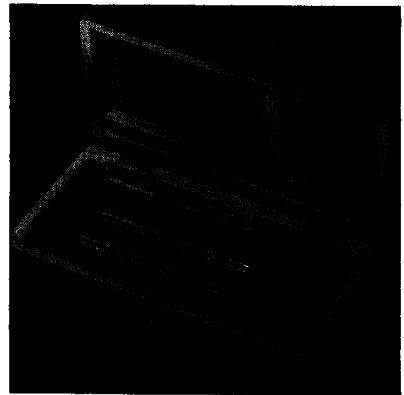
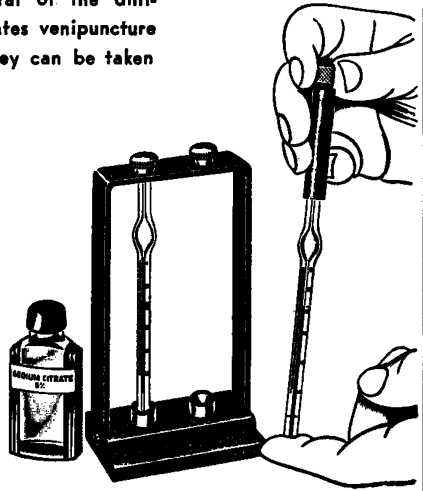
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1. Eliminates venipuncture. Only a drop or two of blood is required. Especially valuable with small children and babies, and corpulent adults.
2. Requires no transfer of blood. The taking pipette serves also for the sedimentation.
3. Can be used with equal facility for home visits, office visits or hospital.
4. Compact unit which fits easily into doctor's bag.

PROCEDURE . . .

Attach suction apparatus to a pipette, draw up 5% citrate solution to the first circular mark on the pipette. Puncture the finger tip and draw up blood until the combined column reaches the second circular mark. With the suction apparatus the citrated blood is carefully mixed by bringing it up and down into the bulb. After mixing, the top of the column is brought down to the zero point on the scale. The pipette is then set into the rack. After one hour the millimeter drop is read directly from the scale on the pipette.

Same procedure can be used when the sample is taken at the bedside, in which case it can be read after remixing up to six hours after the sample was taken.



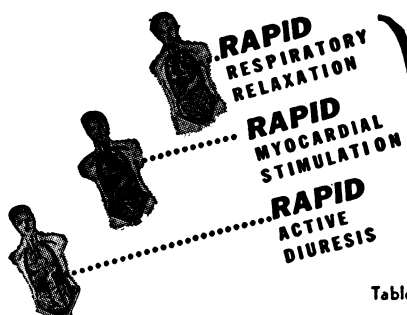
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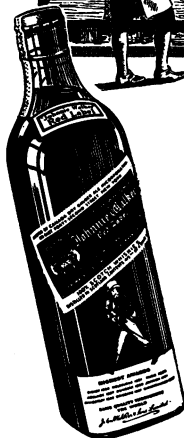
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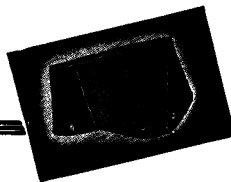
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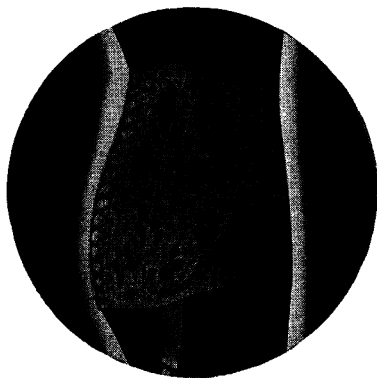
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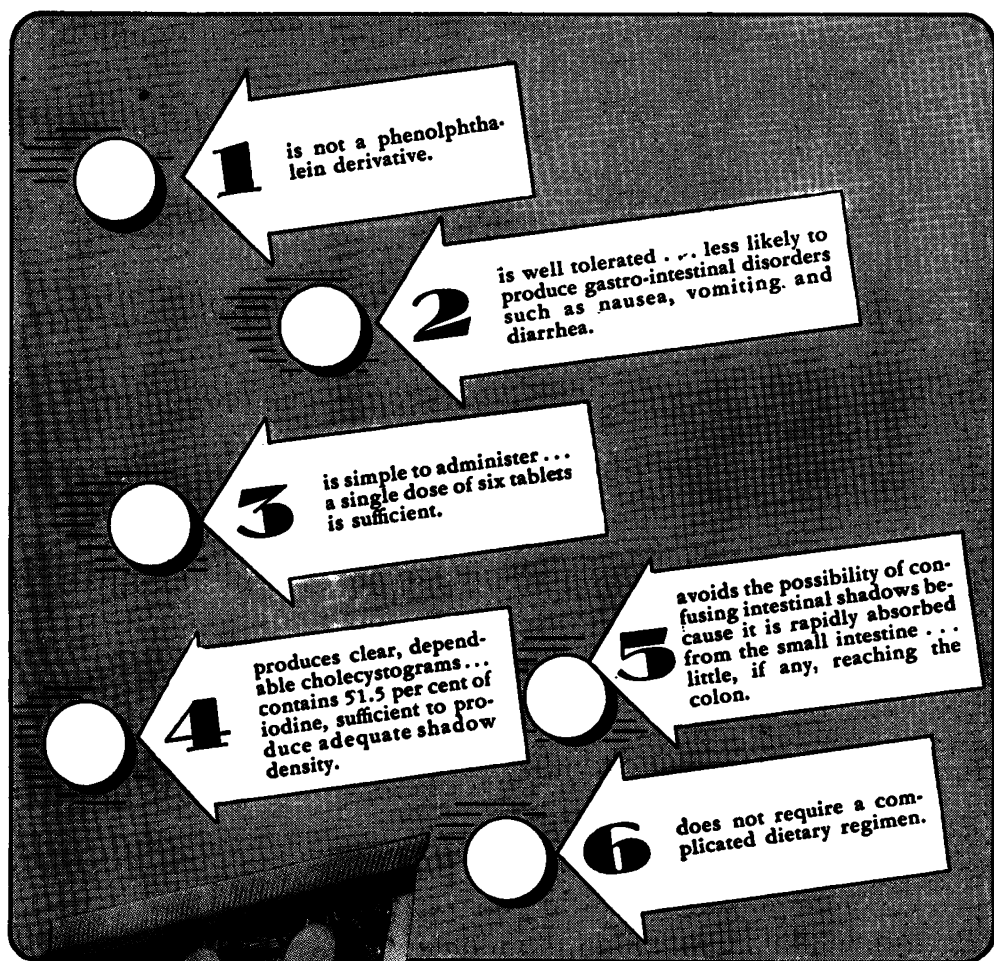


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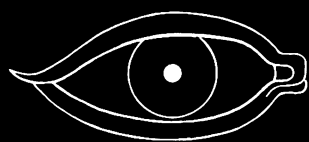
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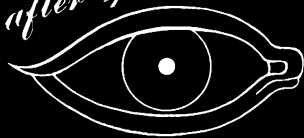
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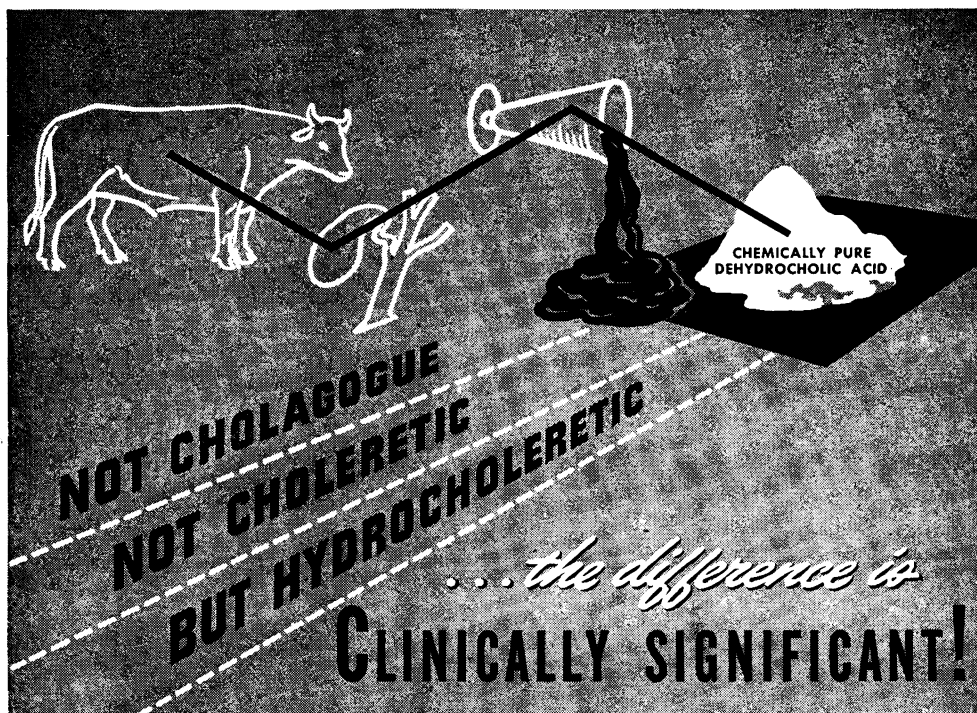
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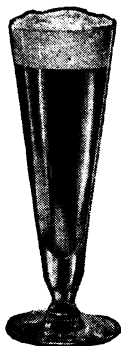


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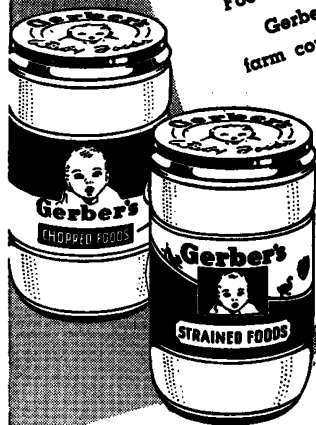
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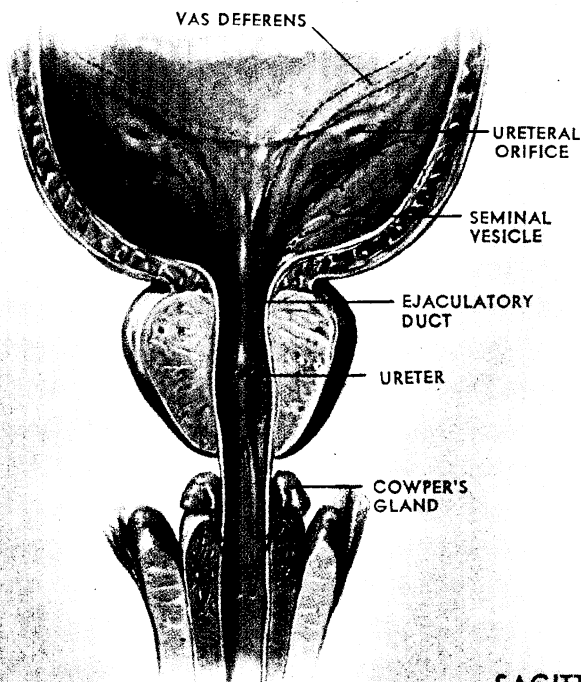
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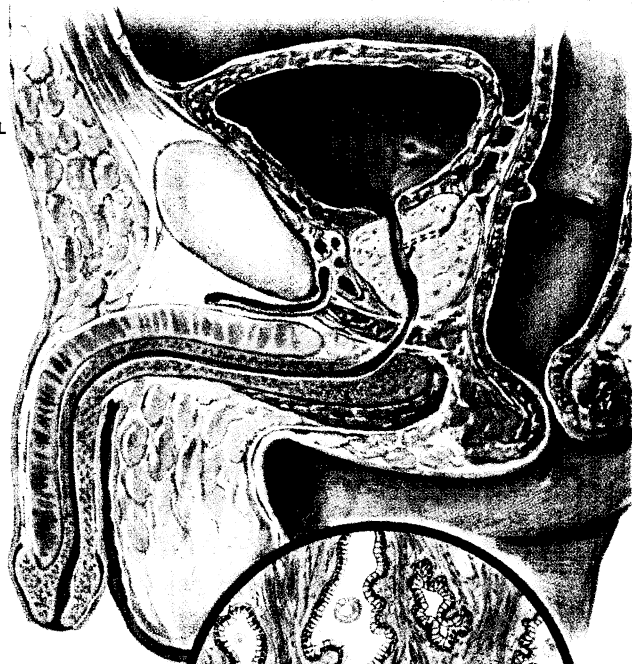
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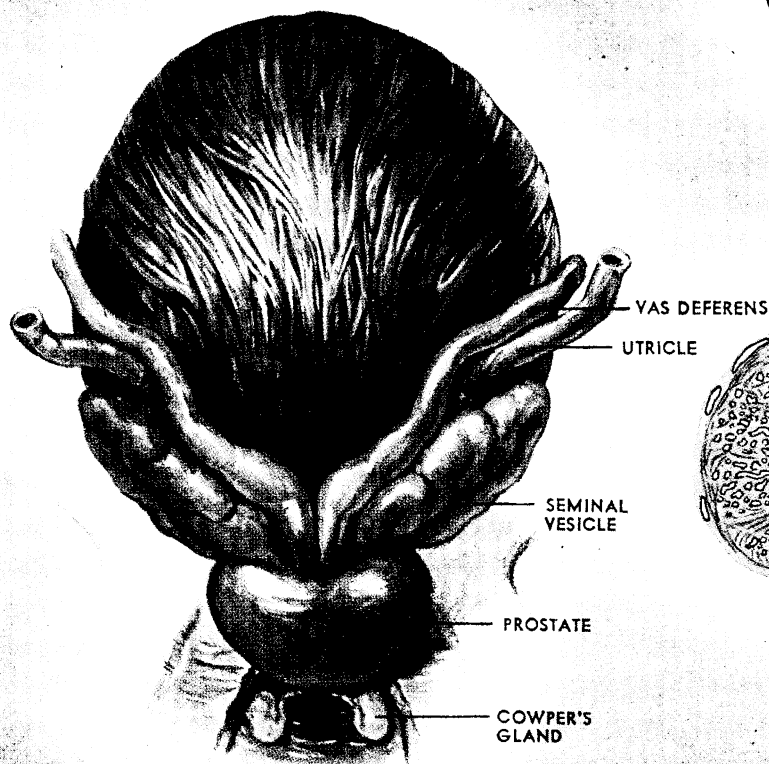
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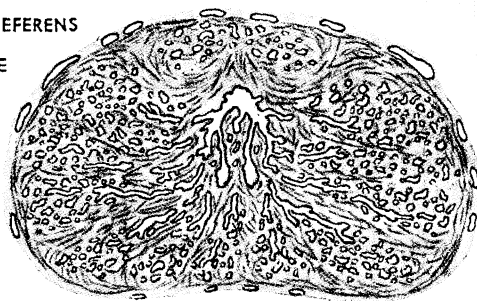
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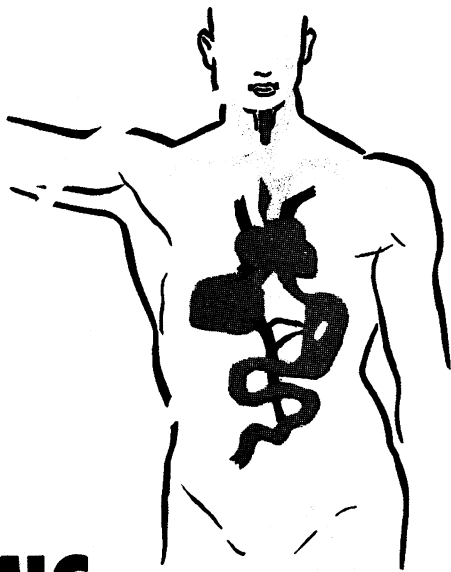
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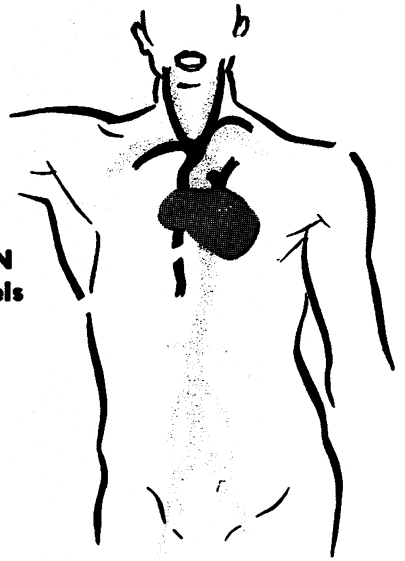
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